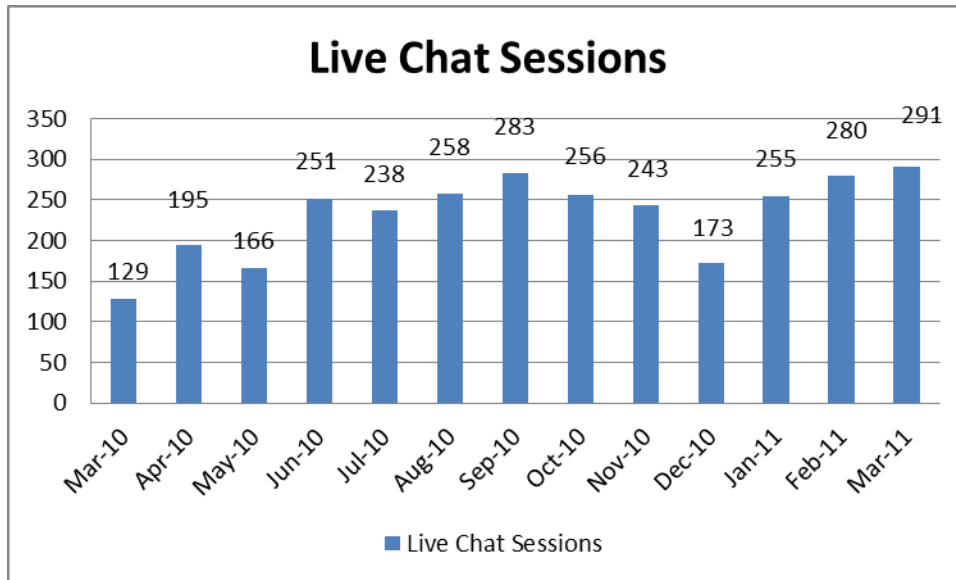


Metro Technology Services Web Metrics for March 2011



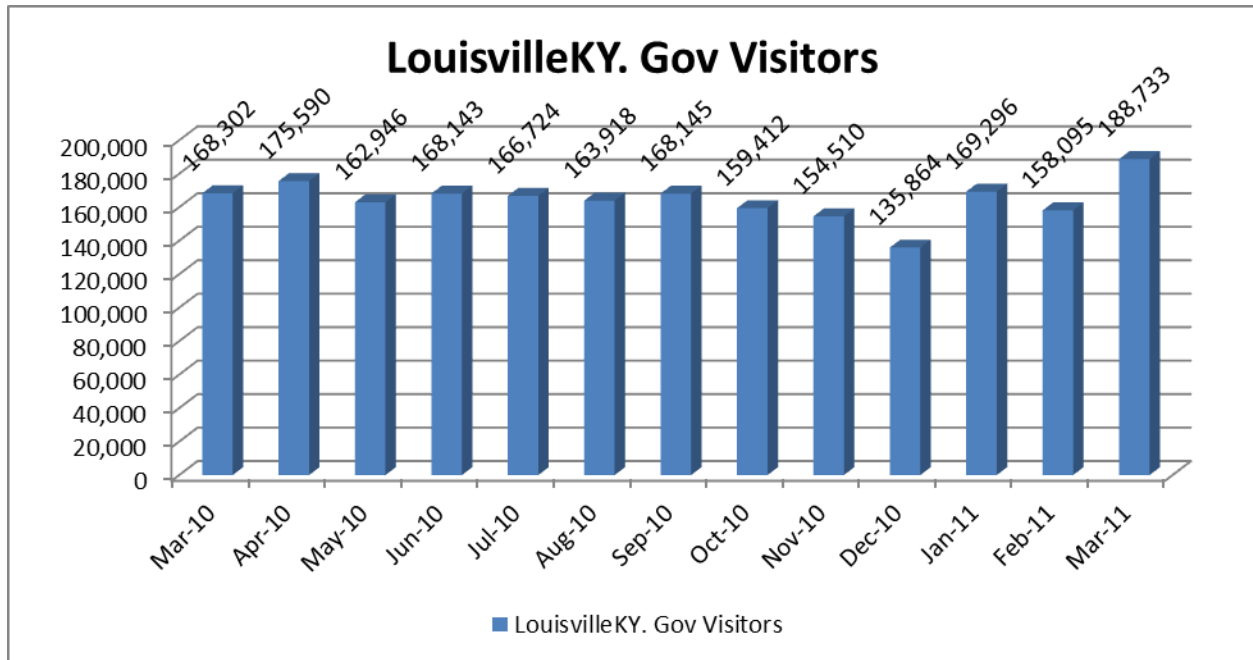
Online Traffic & Transactions

- 2,911 emails sent from Louisvilleky.gov for the month of March
- MetroCall conducted 291 live chats sessions from Louisvilleky.gov in March



Note: The definition of "Absolute Unique Visitors" is how many visitors (people) came to your site, counting each person only once for the entire time period.

Absolute Unique Visitors to LouisvilleKy.gov



1. **Most Popular Content Pages**
 - Video box on homepage
2. Louisville Water Company homepage
3. Louisville Water Company Online Bill Pay
4. Human Resources
5. Department List
6. Metro Police
7. Forms & Publications –Revenue Commission
8. Visitors
9. Junk Disposal
10. Driver's License Information



Absolute Unique Visitors for March

Data.louisvilleky.gov	108
m.louisvilleky.gov	2,072
Salary Lookup	1,045
LouisvilleCheckbook	352
Stimulus Map	42
Mapit.louisvilleky.gov	5,047



AddThis Shares for March:

www.louisvilleky.gov	897
MAPIT	103



Louisville Mobile App

iPhone: 216 new downloads
19 updates

Android: 2612 – downloads all time
1348 – active installs



Animal Transactions for March:

Total Licenses: 530

New Registrations: 198

Renewals: 332

Cats registered: 59

Dogs registered: 470

Ferrets registered: 1

12 month term purchased: 458

36 month term purchased: 72

